

Communications Coordinator Communications team



Cairngorms
National Park Authority
Ùghdarras Pàirc Nàiseanta a'
Mhonaidh Ruaidh

(Five years fixed term, 35 hours per week Band C)

About Cairngorms 2030

Inspired by the Gaelic word Dùthchas – meaning the deep-rooted connection between people and nature – Cairngorms 2030 is putting the power to tackle the climate and nature crisis in the hands of people who live, visit and work in the UK's largest national park.

The programme will put local people at the heart of decision-making; work with land managers to restore and enhance landscapes; make getting around the Park easier, safer and greener; and foster healthier, happier communities with wellbeing at their heart. Cairngorms 2030 is an unprecedented partnership of over 70 organisations and is supported by The National Lottery Heritage Fund, with thanks to National Lottery players.

Purpose:

Reporting to the Campaigns and Engagement Officer, the purpose of this role is to be the day-to-day lead for communications relating to the five-year Cairngorms 2030 programme. Working closely with the wider Comms team, C2030 Engagement staff, project partners and appointed consultants, the successful candidate will have an eye for a good story and create compelling content to showcase the programme as it develops. They will also help coordinate comms activity and ensure it is timely, audience-focused, and appropriately rolled out to the communities, groups and individuals we need to engage in Cairngorms 2030.

Responsibilities:

1. **Coordinate communications activity across all 20 core C2030 projects**, working closely with the wider Comms team, C2030 Engagement staff and appointed external consultants.
2. **Create and source regular content for our website, newsletters and social media**, and coordinate responses to social media comments and enquiries. This includes helping set up, monitor and report on C2030-related online consultations and engagement activity via our website.
3. **Help tell the overarching story of C2030 as well as smaller, human stories**, identifying potential spokespeople, case studies and storytelling opportunities with programme participants. Work with the Comms team to bring these to life in an engaging manner, eg through media releases, printed publications, blogs, video, photo stories etc.
4. **Act as a bridge between the C2030 programme and the wider Comms team**, ensuring that the programme is prioritised across our channels and that the C2030 Engagement team, colleagues and partners are supported to deliver high-quality engagement events, workshops and focus groups.
5. **Play a lead role in raising awareness of the C2030 programme, both internally and externally**. Keep staff, board, NLHF and other partners up to date on key outcomes and opportunities relating to C2030. Encourage them to advocate for the programme and share content relating to it.

6. **Ensure our comms activity truly reflects and gives voice to our target audiences**, with a particular emphasis on under-represented and minoritised groups including ethnic minority communities, disabled people and people living in income poverty. Explore ways of delivering comms and engagement activity in collaboration with communities, rather than simply designing materials 'for' them.
7. **Collaborate with colleagues internally to align C2030 activities with existing communications, engagement and data collection activity** taking place elsewhere in the organisation. This includes maintaining a consistent approach to branding, in line with agreed National Park brand guidelines.
8. **Connect our comms and engagement activity with the wider research and knowledge exchange programme for C2030**, working with our appointed consultants to agree a consistent approach. Identify and disseminate key research findings in an easily-digestible format.
9. **Be a key point of contact for enquiries about C2030**, particularly where they relate to stakeholder engagement activity.

General:

1. Contribute to the work of the C2030 team, the Communications and Engagement team and the Park Authority as a whole to ensure compliance with financial procedures.
2. Contribute to the delivery of the National Park Partnership Plan and other strategic plans.
3. Conduct other work as necessary. All post holders are required to be flexible with regards their job description so that the organisation can adapt to new opportunities and priorities over time.

Person specification: knowledge, experience and training:

ESSENTIAL

- Experience of managing or co-ordinating comms for a variety of projects and / or events
- Excellent communication skills, both presentation and written, with an ability to work constructively with a range of partners
- Real attention to detail and ability to establish and follow clear processes
- Experience of creating content for a wide range of digital and offline platforms
- Good proactive networker outside and inside the organisation
- Good team player
- Computer literate – able to use Microsoft Office suite, website CMS eg Craft / Wordpress and e-newsletter software eg Mailchimp.
- Permission to work in UK

DESIRABLE

- Experience of working with social media to engage with identified target audiences
- Experience of organising events for specific groups of people, with a particular emphasis on engaging under-represented groups
- Experience working with qualitative and quantitative data for research purposes
- Knowledge of Gaelic
- Degree or equivalent qualification in marketing, public engagement or related field
- Understanding of issues relating to the Cairngorms National Park
- Full UK driving licence or access to a driver if disability prevents driving



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